



LOUISIANA ECONOMIC QUARTERLY

Q1 2015

# LOUISIANA'S TARGET INDUSTRIES



# inside EQ

## Economic Update

The State Of Louisiana's Economy

## Digital Lightning

Business, Creative Climate In  
Louisiana Lures High Voltage  
Software To New Orleans

## Momentum Louisiana

Companies Say Yes To Louisiana

## Equipping Acadiana

South Louisiana Community College  
Expands Workforce Training Programs

## Louisiana's Target Industries

Northeast Louisiana (18)

Northwest Louisiana (20)

Central Louisiana (22)

Southwest Louisiana (24)

Acadiana (26)

Bayou Region (28)

Capital Region (30)

Southeast Louisiana (32)

## EQ&A

Interview With Glen Post,  
CEO Of CenturyLink

## ITEP Impact

Louisiana's Local Property Tax Incentive  
Helps BASF And Other Manufacturers  
Build On Their Investment

4

6

8

14

16

34

36



**CONTRIBUTORS:** Jennifer Berthelot, Sara Bongiorno, Rick Dupree, Jeff English, Steven Grissom, Daniel Groft, Larry Henson, Jeff Lynn, Natalie Mault, Lori Melancon, Quentin Messer, Stephen Moret, Gary Perilloux, Maggie Richardson, Todd Rossnagel, Kelsey Short and Patrick Witty

# letter from Secretary Grissom



Over the span of centuries, Louisiana entrepreneurs have leveraged our state's native assets and developed a stunning breadth of industries, from forestry products and agriculture to energy, petrochemicals, shipbuilding, aerospace, software development and technology.

But Louisiana is not a single, homogeneous economy – it's a matrix of eight distinct regional economies, each anchored by a high-performing metro and characterized by diverse urban and rural communities. Beyond the framework of comprehensive business solutions available throughout Louisiana, each region offers unique competitive advantages. For that reason, we want to guide you on a regional tour of our state in this issue of *Louisiana Economic Quarterly*.

We'll explore all eight regions of Louisiana, discovering such diverse fields as cybersecurity, subsea energy exploration and advanced consumer manufacturing, along with the regional assets that undergird our state economy.

Elsewhere in this *EQ*, we'll visit South Louisiana Community College to learn how Louisiana prepares students for highly specialized careers. We'll explore exciting projects being developed by High Voltage Software, which recently announced the establishment of a New Orleans video game studio. In addition, we'll learn how our Industrial Tax Exemption Program has helped the world's largest chemical manufacturer, BASF, complete major expansions in Louisiana.

Finally, our discussion with CEO Glen Post of CenturyLink illuminates the emergence of Northeast Louisiana as an innovation hub. Fortune 500 CenturyLink recently completed a 300,000-square-foot Technology Center of Excellence, where it will partner with IBM and other customers on research, development and product innovation at CenturyLink's corporate headquarters campus in Monroe.

As you enjoy our latest issue of *EQ*, I thank you for your continued interest in Louisiana – America's new frontier for business opportunity.

A handwritten signature in black ink, appearing to read "Steve Grissom".

Steven Grissom, Secretary  
Louisiana Economic Development

# ECONOMIC UPDATE

## LOUISIANA'S ECONOMY

Q1 2015

### BANKING

Total bank equity capital of Louisiana's 136 FDIC-insured reporting institutions was up **48.5 PERCENT** since January 2008, compared to the nation's growth of 31 percent. Total assets grew **32.9 PERCENT** since January 2008, compared to the nation's 21.1 percent growth.

48.5%

INCREASE

32.9%

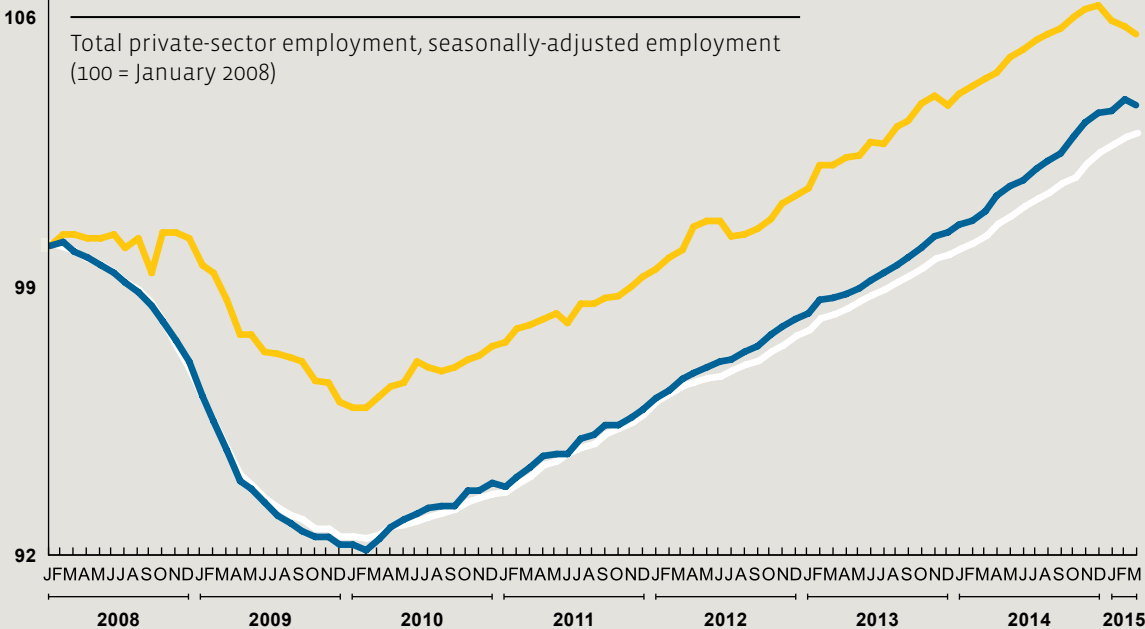
INCREASE

### EMPLOYMENT

Louisiana's private sector employment levels have **OUTPERFORMED** both the South and the nation since 2008.

Louisiana had **5.5 PERCENT JOB GROWTH** from January 2008 to March 2015, whereas the South and the U.S. experienced increases of 3.6 percent and 3 percent respectively.

LOUISIANA  
SOUTH  
UNITED STATES





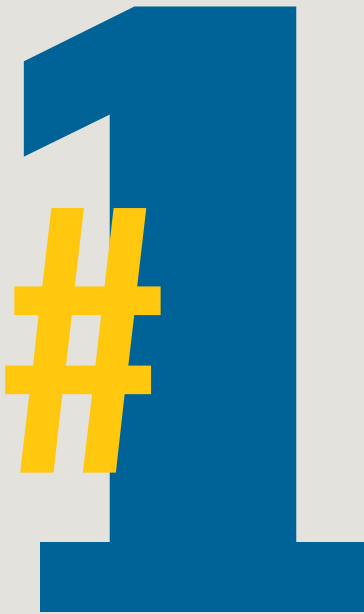
# RANKINGS



Trade & Industry Development magazine awarded a **2015 CORPORATE INVESTMENT & COMMUNITY IMPACT (CICI) AWARD** in the community impact category for the IntegriCo Composites project in Springhill.

The company's \$20 million capital investment will establish a manufacturing facility that will produce transportation infrastructure components. The project will create **300 NEW DIRECT JOBS** in Webster Parish.

# EXPORTS



Since 2010, Louisiana has ranked **NO. 1** annually in terms of exports per capita.



Since 2007, Louisiana exports have **INCREASED 115 PERCENT**, outpacing both the U.S. and the South, which increased 41 percent and 61 percent respectively.



# DIGITAL LIGHTNING

## Business, creative climate in Louisiana lures High Voltage Software to New Orleans

The immediate connection may not be obvious, but video game titles *Mortal Kombat X*, *Toy Story Mania*, *LEGO® Racers*, *Ben 10: Protector of Earth* and the *Saints Row* series have something very important in common. High Voltage Software (HVS), one of the nation's leading independent game developers, created each of the games.

Soon, HVS will be producing popular game titles in Louisiana, where the Chicago-area firm will expand, joining a host of digital media firms that have selected the state in recent years for its best-in-the-nation digital media and software development incentive.

After a national site selection search, the firm announced in December 2014 that New Orleans will become the home for its second game development studio.

"When considering sites, we narrowed our search down to a couple of different states including Louisiana, Texas and Georgia," said Jake Fitch, High Voltage Software's chief financial officer. "We were obviously looking for a favorable business climate, but we also wanted a place where employees could have fun — a place with music, history, food and culture. New Orleans was the best fit and the State of Louisiana really wanted us to be part of the community."



High Voltage Software has worked on game titles such as *Mortal Kombat X*, the *Saints Row* series, *Injustice: Gods Among Us* and more.

The HVS creative team boasts a pedigree of over 95 titles shipped to date. HVS works regularly with such franchises as Warner Bros., Marvel, LEGO and Microsoft. Recent months have found the HVS team extraordinarily busy — hence, the need for expansion.

Company officials are optimistic about a pair of recently released projects. HVS debuted its latest effort in the *Saints Row* series with a next-generation “open world” design that allows players to roam freely through a virtual world, where they have the ability choose how, when and where to interact with the game’s challenges.

Another new release, the Egyptian-themed *Gummy Mummy*, showcased the company’s creative range to much acclaim at the March 2015 Game Developers Conference in San Francisco. *Gummy Mummy* is a new puzzle game targeting a wider market beyond hard-core gamers.

HVS also is developing multiple games for producers of cutting-edge virtual reality headsets. The gear allows players to step inside their favorite games and virtual worlds. Since 2007, HVS has used advanced motion-capture equipment in the production of its games, and the company recently ventured into providing these effects for motion picture productions. With Louisiana ranked among the nation’s top movie-producing states, the HVS team hopes to expand its services further in the film arena.

“New Orleans has such a wonderful, creative atmosphere that lends itself to making great games,” said Eric Nofsinger, High Voltage Software’s chief creative officer. “The response we’ve had has been fantastic. In fact, we received thousands of applications at the Game Developers Conference in San Francisco — talented people attracted to our products and culture who want to come to New Orleans. We’re excited to be down there.” **EQ**



# MOMENTUM >>> LOUISIANA



## IBM

### 400 NEW DIRECT JOBS

IBM announced in February 2015 that it will establish a 400-job Application Development and Innovation Center in Monroe, from which the company will provide software technology services to clients across the U.S. IBM will partner with CenturyLink on research, development and product innovation, with the new IBM center anchoring an 88-acre, mixed-use development on CenturyLink-owned property and employing smart-growth principles that will include a complementary mix of residential, commercial and recreational uses. As part of the project, the State of Louisiana will provide \$4.5 million in funding over 10 years for expanded higher education programs designed primarily to increase the number of annual computer science graduates in

Northeast Louisiana. The University of Louisiana at Monroe will expand its computer science and computer information systems programs while Louisiana Tech University and Grambling State University will expand their technology programs in related areas, such as cyber engineering and data analytics. The State of Louisiana will provide \$12 million for construction of new office space for use by IBM.

“We’re proud to be part of this innovative public-private partnership with the State of Louisiana and CenturyLink to further develop highly valued skills and solutions expertise in security, analytics and mobile applications. Louisiana is the right place for high-tech job growth with an exceptional education system, business environment and workforce to serve the needs of our clients.”

**COLLEEN ARNOLD**  
Senior Vice President of IBM

## MATHESON TRI-GAS INC.

### 27 NEW DIRECT JOBS (13 RETAINED), \$76,900 AVG. SALARY

In January 2015, Matheson Tri-Gas announced it will relocate and expand its Lake Charles-area industrial gases facility. Along with the relocation, Matheson will build a new state-of-the-art air separation unit that will supply industrial gases to Sasol and Matheson’s existing pipeline and contracted customer base.

The project will retain 13 existing jobs and create 27 new direct jobs. Louisiana Economic Development estimates the expansion will result in another 104 new indirect jobs, and Matheson estimates the project will generate an additional 350 construction jobs during the build-out period. The company is expected to utilize the state’s Quality Jobs and Industrial Tax Exemption programs. Matheson operates 19 other air separation units, and the Lake Charles complex will feature its largest air separation unit in the U.S. to date.



“We are rightly delighted with being chosen by Sasol to supply a portion of their industrial gases needs. Matheson’s investment will enable further growth in the merchant industrial gases market in Southwest Louisiana.”

**NIGEL MCMULLEN**  
Senior Vice President of Matheson Tri-Gas Inc.



## LIVE OAK LNG

100 NEW DIRECT JOBS, \$75,000 AVG. SALARY, \$2 BILLION CAPITAL INVESTMENT



Live Oak LNG announced in February 2015 that it will invest \$2 billion to develop a liquefaction facility and liquefied natural gas export terminal near Lake Charles. The project will create 100 new direct jobs, and Louisiana Economic Development estimates the project will also result in 385 new indirect jobs. In addition, the LNG project will generate an estimated 1,000 construction jobs at peak building activity. The mid-sized LNG project will be designed for a plant capacity of up to 5 million metric tons per year and will include two storage unit tanks capable of holding 130,000 cubic meters of liquefied natural gas, along with port facilities to accommodate standard-sized LNG carriers. The company is expected to utilize the state's Quality Jobs and Industrial Tax Exemption programs.

"Having worked in Louisiana in the past, I know that Louisiana is a great place to do business. We will be working hand in hand with the community and government officials to ensure this new project brings economic benefit, business opportunities and jobs to Calcasieu Parish. We appreciate the incentives available and the support of local officials who have already provided a wealth of information."

**MARTIN HOUSTON**  
Chairman of Live Oak LNG

## AMERICAN SPECIALTY ALLOYS INC.

1,450 NEW DIRECT JOBS, \$70,500 AVG. SALARY,  
\$2.4 BILLION CAPITAL INVESTMENT

In February 2015, American Specialty Alloys Inc. (ASA) announced plans to develop a \$2.4 billion mill and campus in Central Louisiana to provide strong, lightweight metal for the automotive and aerospace industries. With the project, ASA plans to create 1,450 new permanent jobs, including 850 direct ASA employees and 600 employees of the corporate partners that are expected to perform additional manufacturing and logistics functions on the mill campus. ASA plans to construct its manufacturing facility at a 1,200-acre mill complex formerly operated by International Paper in Pineville. The company estimates the development of the aluminum

mill will generate 2,000 construction jobs. ASA plans to include a melting and casting mill; hot- and cold-rolling mills for sheet and plate; and annealing, slit and cut-to-length production lines. Mill specifications call for production of 1.3 billion pounds of aluminum per year at full operation, with products for use primarily by automakers as car and truck side-panels, doors, hoods and uni-body frames. To secure the project, the State of Louisiana offered ASA a competitive incentive package that includes a performance-based grant of \$34 million to offset site-related infrastructure costs — payable in installments upon the company meeting capital investment and payroll targets — as well as the comprehensive workforce solutions of LED FastStart®. The company is expected to utilize Louisiana's Quality Jobs and Industrial Tax Exemption programs.



"Our needs were specific, based on our project budget, requirements and constraints. We studied many factors essential to the project success, including property characteristics, community engagement, workforce readiness and the quality and support of local service providers. In Louisiana, we found a high level of coordination and cooperation among state agencies and with local site-service providers. We found the site — actually the home — for ASA's first ultra-clean, advanced, automated, fully integrated flex mill and mega-site campus."

**ROGER BOGGS**  
Founder, Chairman and CEO of American Specialty Alloys Inc.

## J&M INDUSTRIES

30 NEW DIRECT JOBS (107 RETAINED), \$33,700 AVG. SALARY,  
\$4.5 MILLION CAPITAL INVESTMENT



In January 2015, J&M Industries announced the expansion of the company’s tarp manufacturing facility at the Ponchatoula Industrial Park. J&M Industries will make a \$4.5 million capital investment to build a 120,000-square-foot addition at its manufacturing site. With the expansion, the company will retain 107 existing employees and create 30 new direct jobs. Louisiana Economic Development estimates the project will result in an additional 23 new indirect jobs. The company estimates the expansion also will create 20 construction jobs. To secure the project, the State of Louisiana offered the company a competitive incentive package that includes the comprehensive workforce solutions of LED FastStart. J&M Industries also is expected to utilize the state’s Quality Jobs and Industrial Tax Exemption programs.

“Our company is a testament to what a family-run company can accomplish with the hard work and dedication of our employees. Our quality Louisiana-made products are shipped throughout the United States and into Canada.”

**MAURICE GAUDET**  
President of J&M Industries

## METALPLATE GALVANIZING

104 NEW DIRECT JOBS, \$46,300 AVG. SALARY,  
\$9.75 MILLION CAPITAL INVESTMENT

In February 2015, Metalplate Galvanizing announced a \$9.75 million capital investment to develop a metal-galvanizing plant in Jennings. With the development of a 50,000-square-foot facility, the company will create 104 new direct jobs, and Louisiana Economic Development estimates the project will result in an additional 245 new indirect jobs. The company estimates the project will generate 50 construction jobs as well. The new plant will be Metalplate Galvanizing’s seventh facility and will allow the company to increase its volume and to support new and existing customers in Louisiana and throughout the South. The company is expected to utilize the state’s Quality Jobs and Industrial Tax Exemption programs.



“Metalplate recognizes the very large and enduring growth potential of energy-related industry in Louisiana and in particular along its I-10 corridor. We see a great need developing for hot-dip galvanizing at both new industrial operations and expansions of existing plant facilities. Our decision for the South Louisiana location has been greatly facilitated by the strong encouragement and support of Jeff Davis Parish and Louisiana officials.”

**HARTWELL DAVIS JR.**  
Chairman of Metalplate Galvanizing

# VIKING CRUISES

416 NEW DIRECT JOBS, \$40,000 AVG. SALARY

In February 2015, Viking Cruises announced the selection of New Orleans as the homeport for Viking River Cruises' first North American river cruise itineraries. The Mississippi River cruises will operate from docking facilities near the French Quarter in New Orleans. Viking's new service will result in the creation of 416 new direct jobs for Louisiana-based operations and vessel crews, and Louisiana Economic Development estimates the project will result in an additional 368 new indirect jobs. Plans call for the construction of six new vessels over the next three years at an estimated cost of \$90 million to \$100 million per vessel, all of which will be built in U.S. shipyards and crewed by U.S. citizens. Cruises will take passengers on a journey along the Mississippi River from New Orleans to itinerary stops in St. James, East Baton Rouge and West Feliciana parishes; continuing upriver to Memphis, Tennessee; St. Louis; or St. Paul, Minnesota, depending on the season. To secure the project, the State of Louisiana offered the company a competitive incentive package that includes a \$4.5 million performance-based grant for site preparation at the company's docking locations in Louisiana. The company also will receive the comprehensive workforce solutions of LED FastStart, which will include partnerships with the Louisiana Workforce Commission and local education institutions.



"We are excited about the prospect of bringing modern river-cruising to the Mississippi, a river that has been traveled by explorers for centuries. We know our passengers will enjoy the rich history, culture and cuisine of all the great cities and towns along the Mississippi River from New Orleans to St. Paul. Together with our U.S. partners, we take great pride in the economic benefit that river-cruising provides to the regions our guests visit, from the shipbuilders to the local businesses."

**TORSTEIN HAGEN**  
Chairman of Viking Cruises

# EPIC PIPING

560 NEW DIRECT JOBS, \$56,600 AVG. SALARY,  
\$45.3 MILLION CAPITAL INVESTMENT

EPIC Piping announced in March 2015 that the company will establish an advanced pipe fabrication facility and corporate headquarters in Livingston. The entire 200,000-square-foot facility — with future expansion to 300,000 square feet — will be air-conditioned workspace, with advanced robotic equipment to optimize pipe fabrication for a host of industries. In addition to 560 new direct jobs, Louisiana Economic Development estimates the project will result in an additional 732 new indirect jobs. The company estimates the project will generate 385 construction jobs. Epic's headquarters space will occupy 20,000 square feet of the new facility, with 500 employees dedicated to manufacturing and production roles, and 60 employees dedicated to professional administrative roles. To secure the project, the State of Louisiana offered Epic a competitive incentive package that includes a performance-based \$1.8 million Economic Development Award Program grant to offset site infrastructure costs, and the company will receive the comprehensive solutions of LED FastStart. The company is expected to utilize the state's Quality Jobs and Industrial Tax Exemption programs.

"Our new state-of-the-art, air-conditioned manufacturing facility will be the first of its kind built anywhere. We are committed to providing quality, high-paying jobs to this region, and we would like to thank our state and local economic development partners for making this possible. We chose this location because of the quality workforce available and the accessibility for our products and future growth. As we expand and continue to grow, Louisiana was the perfect place to double-down to make that possible."

**KENT SHEPHERD**  
President of EPIC Piping





## HUNTING ENERGY SERVICES

20 NEW DIRECT JOBS (103 RETAINED), \$52,000 AVG. SALARY,  
\$62 MILLION CAPITAL INVESTMENT



In March 2015, Hunting Energy Services announced the company is completing a \$62 million industrial expansion near Houma. The company is consolidating and expanding its Terrebonne Parish operations with a 304,000-square-foot facility designed to broaden services to the offshore oil industry. The project will create 20 new direct jobs and retain 103 existing jobs. Louisiana Economic Development estimates the project will result in 10 new indirect jobs, and the

company estimates 75 construction jobs will be generated. The new manufacturing facility will position Hunting to increase both its productivity and its reliability of deliveries to sites involved in oil exploration and production along the Louisiana and Texas coasts. The plant will manufacture and ship products to Hunting's global network of distribution outlets. The company maintains substantial operations in Europe, the Middle East and Asia, in addition to North America.

"Hunting's investment in this region is a testament to the people and culture of this area and reflects its commitment to providing quality products and services to the oil industry."

### BILL PRICE

General Manager of Hunting Energy Services-U.S. Manufacturing

---

## THE MARTIN-BROWER COMPANY LLC

30 NEW DIRECT JOBS (160 RETAINED), \$1.3 MILLION IN NEW ANNUAL PAYROLL,  
\$16 MILLION CAPITAL INVESTMENT

In March 2015, The Martin-Brower Company LLC announced it will make a \$16 million capital investment to build a food distribution facility in Walker. In addition to retaining 160 existing jobs, Martin Brower will create 30 new direct jobs. Louisiana Economic Development estimates the project will result in an additional 26 new indirect jobs. The project also will generate an estimated 150 to 200 construction jobs. Martin Brower has operated a food distribution complex in Port Allen since 1979, but as the company continued to grow, space and rail access limitations required the company to move. The company explored options in both Mississippi and Louisiana, ultimately deciding on a tract within the Livingston Industrial Park at Walker. To secure the project, the state offered Martin Brower a competitive incentive package that includes a performance-based \$1.2 million Economic Development Award Program grant to offset the costs of a new road and related infrastructure improvements.



"Our planned state-of-the-art, eco-friendly facility will bring enhanced equipment and technology to assist our employees in executing operations, improve efficiencies to our customers, and help us reduce our overall environmental impact on our community. We're proud to be joining and supporting such a great community and an already vibrant economic presence in the Livingston Parish area."

### LARRY DAIGLE

General Manager of The Martin-Brower Company LLC Louisiana Operations

## 365 CONNECT

### 10 NEW JOBS

Founded in 2003, 365 Connect is a New Orleans-based company that develops technology platforms for multifamily housing communities. When the company was looking to integrate new technology to enhance its product and increase market share inside of its existing client base, it worked with the Louisiana Economic Development (LED) Economic Gardening Initiative to identify new opportunities. Company founder Kerry W. Kirby also participated in LED's CEO roundtable initiative where fellow business leaders came together over the course of several months to discuss issues encountered in the day-to-day operations of their businesses. As a result, 365 Connect has been able to find and implement solutions for growth. 365 Connect has added six new jobs and is in the process of hiring four additional employees. The company has also seen an 85.7 percent increase in quarterly revenue and moved into a new, renovated office facility that will accommodate current and future growth.



"Economic Gardening is a great way to get new insights about your company for growth — things that may be right in front of your face but that you're missing because you're too wrapped up in day-to-day operations."

**KERRY W. KIRBY**  
**Founder and CEO of 365 Connect**

## TARPAN CONSTRUCTION LLC

### 5 NEW JOBS



Established in 2010, Tarpan Construction LLC offers services including heavy civil construction, coastal restoration, material supply, building construction, concrete foundation and structure services, equipment rental, and freight services as well as highway, street and bridge construction. At start-up the company received assistance through Louisiana Economic Development's Small and Emerging Business Development (SEBD) Program to help with accounting software implementation and training and later received additional assistance through the SEBD Program with the implementation and training of industry-specific estimating and bidding software. This software training allowed the company to reduce data entry time, manage contracts efficiently, and customize and track labor, equipment, materials, subcontractors and mark-ups. The company has added five new jobs and purchased two tri-axle dump trucks, a bundle of small tools, trailers and new laptops. It has also exponentially increased revenues, securing multiple federal contracts with the largest in excess of \$7 million.

"The SEBD Program provided us the tools we needed to grow and build a strong core. They have become tools that we use each and every day."

**TRUDY R. PORET**  
**Manager and Owner of Tarpan Construction LLC**



# EQUIPPING ACADIANA

**SOUTH LOUISIANA COMMUNITY  
COLLEGE EXPANDS WORKFORCE  
TRAINING PROGRAMS**





**W**ith substantial job growth forecast for Louisiana over the next decade, institutions like South Louisiana Community College (SLCC) are taking aggressive steps to tailor workforce programs that match the state's highest-demand employment needs. Action plans are underway to expand existing programs and establish new concentrations in such areas as energy and aviation at SLCC's eight-campus system across the Acadiana Region.

"These programs are going to address current and future needs for our industry partners across the state," said Dr. Willie Smith, SLCC's vice chancellor for economic and workforce development. "These programs will also prepare our graduates to step into high-wage, high-demand jobs post-graduation."

## OIL & GAS

With more than 300 students enrolled in seven oil and gas-related programs each semester, SLCC provides a continuous pipeline of highly skilled graduates to the industry. The college is currently expanding its machine tool shops and welding shops in Lafayette, New Iberia and Opelousas to address the increased industry demand for oil and gas operators, machinists and welders.

With help from an advisory board consisting of leading oil and gas leaders, SLCC is rolling out new programs that will produce more oil and gas operators, welders and machinists. SLCC is the only two-year college in the state to offer an oil production safety degree program, as well as a 15-week program to train down-hole tool technicians.

***The South Louisiana Community College Aviation Maintenance Technology program prepares students for certification by the FAA as airframe and power plant mechanics.***

## AVIATION

Acadiana-based Aviation Exteriors has partnered with SLCC to develop a customized training program approved by the Federal Aviation Administration (FAA) that teaches students hands-on basic painting and coating skills. Graduating technicians are employed in a variety of industries including aviation, oilfield equipment manufacturing, heavy equipment manufacturing and automotive/diesel manufacturing. Training for the program will be conducted through SLCC's Continuing Education division and will result in national certifications for participants.

In addition, SLCC is supporting Bell Helicopter's Lafayette assembly facility that will produce the company's new 505 Jet Ranger X helicopters. The Bell Helicopter project will create 115 permanent jobs and result in an estimated 136 indirect jobs. SLCC will partner with Bell by supplying mechanics from the college's aviation program, along with support employees trained in accounting and business at SLCC. An apprenticeship program is also under development specifically for Bell Helicopter.

The SLCC Aviation Maintenance Technology program prepares students for certification by the FAA as airframe and power plant mechanics. The certification process consists of detailed instruction and tests from SLCC, as well as testing administered by an FAA designated examiner. Upon successful completion of the testing requirements, the graduate is awarded the FAA-A&P Mechanic Certificate.

SLCC graduates enter the workforce as highly skilled employees ready for work at such companies as Arrow Aviation, Bristow, Petroleum Helicopters International, Metro Aviation, Northrop Grumman and many more. **EQ**

# LOUISIANA'S TAR



# GET INDUSTRIES

## LOUISIANA'S ECONOMIC STRENGTH IS DRIVEN BY REGIONS THAT SUPPORT STATEWIDE INDUSTRIAL GROWTH AND NURTURE LOCAL BUSINESS GROWTH.

**W**ith *e pluribus unum*, Congress heralded a truth about the young United States of America. The new nation's seal, clutched in the beak of a bald eagle, embodied the principle of federalism — the notion that a covenant of strong states, governing and collaborating, makes a nation strong.

More than two centuries later, Louisiana's robust regionalism accomplishes a similar aim. By building regional assets and collaborating on statewide goals, eight regions in Louisiana are contributing to a historic level of economic success.

Since January 2008, that collaborative path has produced stunning achievements. Together, Louisiana's state leaders and regional partners have attracted more than \$62 billion in new capital investment and more than 91,000 new jobs associated with major new economic development projects.

A common thread binds these project wins: Louisiana's state and local leaders not only preach partnerships with industry, they practice it. An

example: Strong regional partnerships, anchored by state-funded, higher education initiatives, have helped bring the tech sector's biggest names to Louisiana including IBM, CSC, CGI, EA, GE Capital and more.

In each case, state leaders, regional economic development officials and university administrators forged a plan for state-of-the-art facilities and advanced workforce solutions. CGI, for example, broke ground on a 400-job technology center that will anchor a research park while tripling the number of annual graduates in the University of Louisiana at Lafayette's School of Computing and Informatics.

Said CGI President James Peake, "This groundbreaking is the culmination of a unified vision shared by CGI and the education, community and policy leaders of Louisiana that a strong economy depends on a highly trained, skilled technology workforce."

Join us now on a regional tour that reveals why more companies than ever before are staking their futures in Louisiana.



# NORTHEAST

## LOUISIANA

---

**TECHNOLOGY EXPANSION  
IN NORTHEAST LOUISIANA  
HAS GENERATED  
MORE ASSETS TO  
FUEL GROWTH, BUT IT  
ALSO HAS PROMPTED  
INDUSTRY-TAILORED  
INVESTMENTS IN  
HIGHER EDUCATION.**

**M**onroe-based Fortune 500 company CenturyLink made corporate headquarters expansion and retention announcements in 2009 and 2011. Combined, the projects are resulting in 1,150 new direct jobs and the construction of the just-completed 300,000-square-foot CenturyLink Technology Center of Excellence.

The center, which nearly doubled CenturyLink's corporate headquarters space, will serve as a network operations site for the telecommunications company while incorporating research and development and collaborative workspace to create innovative products in cloud infrastructure and hosted IT business solutions.

The region's innovation profile rose still higher in February 2015, when IBM announced it will establish a 400-job Application Development and Innovation Center in Monroe. A longtime collaborator with CenturyLink, IBM will anchor an 88-acre mixed-use development of commercial, retail and residential space across the highway from CenturyLink's headquarters in Monroe.

The project emerged from a unique private-public partnership between CenturyLink, IBM and the State of Louisiana that will create unprecedented opportunity for collaboration between the tech powerhouses on complex projects.

Across the way, the Technology Center of Excellence will be home to 800 CenturyLink employees and help boost CenturyLink's payroll in the Monroe area to approximately 3,000 employees. Designed to draw certification as a leader in energy and environmental innovation from the U.S. Green Building Council, the center will attract CenturyLink suppliers to the region, infusing the Northeast Louisiana economy with additional momentum.

"We expect the center to spur innovation," CenturyLink President and CEO Glen Post said.

Technology expansion in Northeast Louisiana has generated more assets to fuel growth, but it also has prompted industry-tailored investments in higher education. Both CenturyLink and IBM projects include state-funded collaboration



IBM, a longtime collaborator with CenturyLink, is establishing a 400-job Application Development and Innovation Center in Monroe.

with local universities to bolster curricula in critical skill areas, such as cloud computing and analytics.

IBM’s selection of Monroe for the innovation center benefitted from momentum established by a separate project in Baton Rouge, where the company opened a permanent home for an 800-job technology center this year.

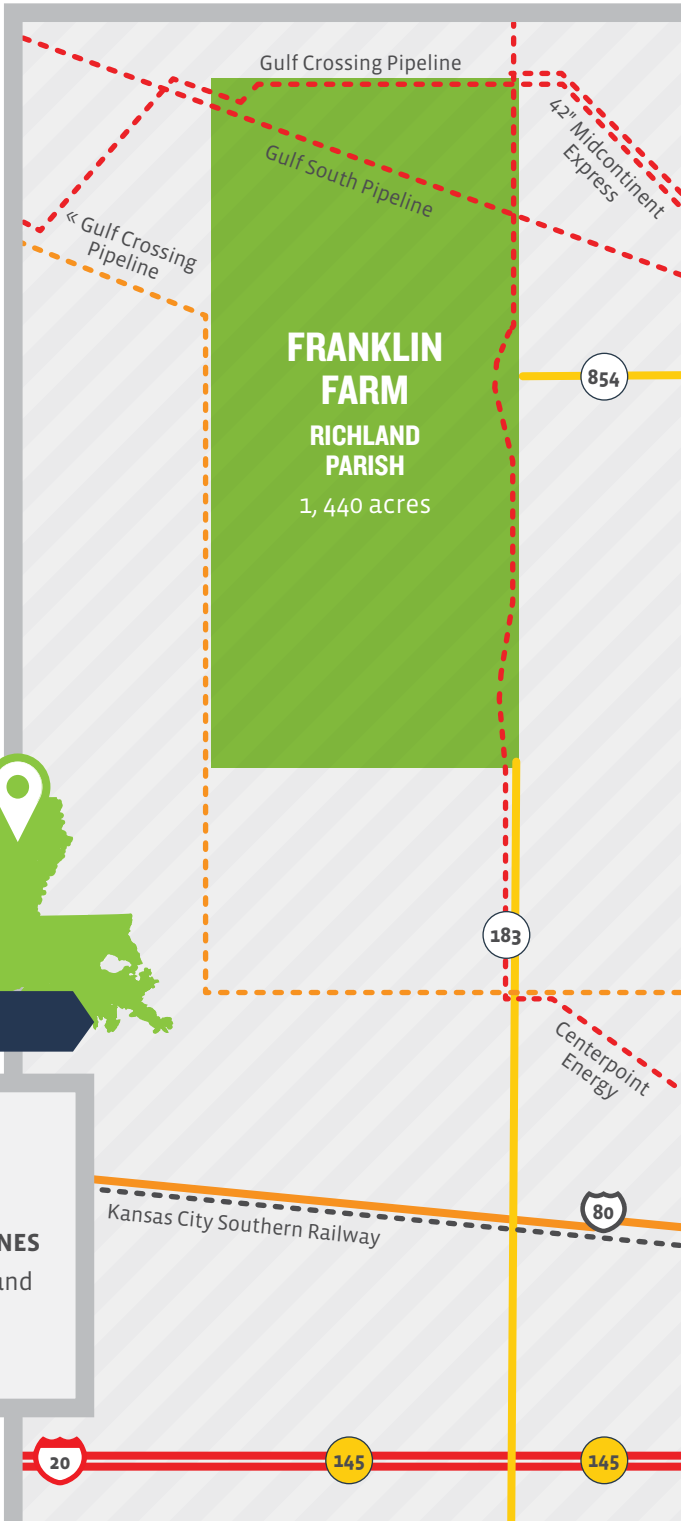
The Baton Rouge project includes collaboration with local universities, notably Louisiana State University, to grow the pipeline of tech talent and target curricula that match industry needs.

“Our experiences in Baton Rouge gave us confidence in IBM’s ability to be successful in Louisiana,” said Christine Alford, general manager for IBM Service Centers in North America.

But Northeast Louisiana isn’t solely focused on software development and IT projects. Thirty miles outside Monroe lies the Franklin Farm Mega Site, one of the top-rated U.S. greenfield sites for an automotive assembly plant.

Franklin Farm is being aggressively marketed by local, regional and state officials eager to convey its potential as an automotive industry asset, including rail and port access and proximity the Monroe Regional Airport.

The 1,440-acre, state-owned site near Interstate 20 continues to draw national interest among site selection experts as one of the best auto-assembly sites in the U.S. *Southern Business & Development* magazine has ranked it one of the top three sites of its kind in the nation. **EQ**



## FRANKLIN FARM INDUSTRIAL SITE

Franklin Farm (1,440 acres)

Interstate

US Highway

LA State Highway

Interstate Exits

Railroad

### PIPELINES

Natural gas

### TRANSMISSION LINES

New 115 kV and 230 kV lines

Kansas City Southern Railway

Centerpoint Energy

20

145

145

# NORTHWEST LOUISIANA

**DIVERSIFICATION  
CHARACTERIZES  
NORTHWEST LOUISIANA,  
WITH INDUSTRIES  
AS VARIED AS  
MANUFACTURING, CYBER  
TECHNOLOGY AND HIGH-  
TECH RECYCLING.**

**T**he Shreveport-Bossier City area is enjoying breakout growth in two industry sectors — advanced manufacturing and cyber technology — that are reshaping the regional economy and creating thousands of high-wage jobs.

But diversification also characterizes Northwest Louisiana, with industries as varied as manufacturing, cyber technology and high-tech recycling.

“We have great diversity in our region,” said President Scott Martinez of the North Louisiana Economic Partnership.

A quick look across Northwest Louisiana underscores the point. The region is home to a \$150 million paper-recycling mill by Pratt Industries; Academy Award-winning animation firm Moonbot Studios launched here; and Ronpak, a custom manufacturer for major retailers nationwide, developed a state-of-the-art packaging plant in Shreveport and moved its headquarters here from New Jersey.

Martinez credits regional growth to careful cultivation of local assets, especially in cyber technology and advanced manufacturing. He points to the 3,000-acre National Cyber Research Park in Bossier City, where technology leader and Fortune 500 firm CSC is establishing an 800-job technology center. To attract CSC and other cyber leaders, the State of Louisiana and local governments first invested more than \$100 million in the park’s Cyber Innovation Center that continues to develop the park and national technology and education resources to form a foundation for the future.

Cybersecurity tools developed at nearby Barksdale Air Force Base, which contributes more than \$800 million in yearly economic output to the area, provided a springboard for the not-for-profit Cyber Innovation Center to develop the research park. “This is an example of one asset — Barksdale — driving the creation of another asset in the form of the Cyber Innovation Center,” Martinez said.

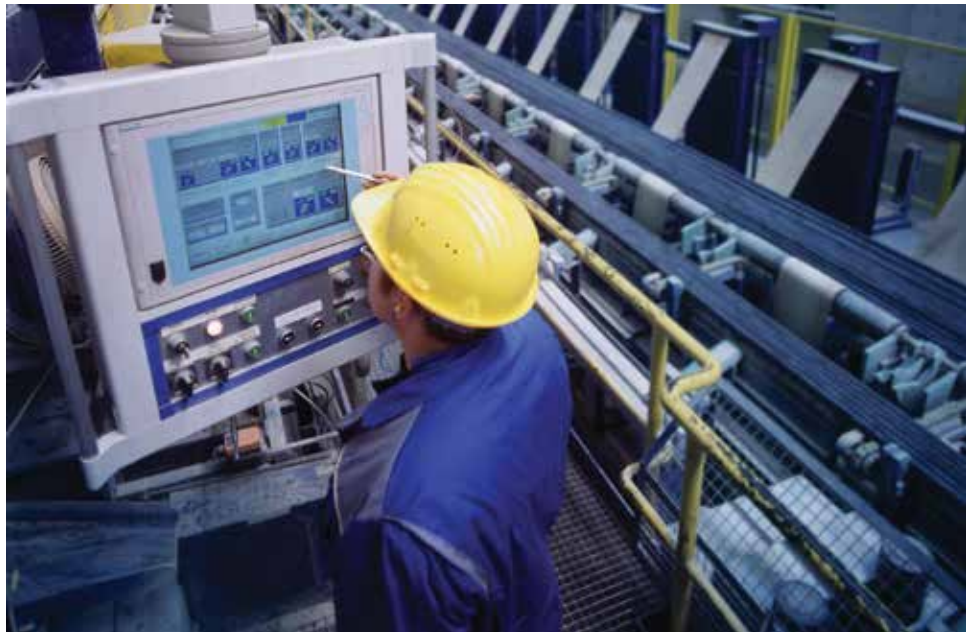
The Port of Caddo-Bossier illustrates how another Northwest Louisiana asset is generating economic





Top: CSC is establishing an 800-job technology center at the 3,000-acre National Cyber Research Park in Bossier City.

Right: Benteler Steel/Tube chose the Port of Caddo-Bossier for its first U.S. hot-rolling tube mill, which will create 675 new jobs.



momentum. Benteler Steel/Tube scrutinized more than 100 sites in 13 states before choosing the port on the Red River for its first U.S. hot-rolling tube mill. The German firm's \$975 million Shreveport steel site will create 675 new direct jobs.

"Port officials knew exactly how the port could help Benteler and were able to communicate that to the company," Martinez said.

Offering clear educational pathways to skilled blue- and white-collar job seekers is another advantage that, in Martinez's view, reinforces the region's physical assets. A state-and-local-funded \$22 million training center at Bossier Parish Community College (BPCC), for example, will produce a pipeline of workers equipped with precisely the skills Benteler needs. The BPCC Center for Advanced Manufacturing and Engineering Technology also will train the staffs of other regional manufacturers. Meanwhile, a team of CSC representatives is collaborating with Louisiana

Tech University to ensure the university's curriculum meets real-world computer technology needs.

Other regional innovations include the Digital Media Institute, a training program developed by the Biomedical Research Foundation. The program will be housed in the same Shreveport building as Oscar-winning animation firm Moonbot Studios.

Lampton Enochs, Moonbot's managing partner, described cultural resources such as The Robinson Film Center and the Film Prize competition as supporting industry innovation and growth. Collaboration with Centenary College and Louisiana Tech are also important, he said.

"Every day, there are more job opportunities for the younger generation interested in digital media, software development and entertainment," Enochs said. "For the first time, our kids who want to stay home and work in those industries have the opportunity to do so." **EQ**



# CENTRAL LOUISIANA

## MANUFACTURING PLAYS A CRITICAL ROLE IN THE PAST, PRESENT AND FUTURE OF CENTRAL LOUISIANA.

In Alexandria, the Central Louisiana Economic Development Alliance (CLEDA) brands its region boldly — “Central Louisiana: We Make Good Stuff!” — to underscore the critical role that manufacturing plays in the region’s past, present and future.

CLEDA’s statement is a fitting one for a region where formidable manufacturing assets combine with a highly skilled workforce.

An infusion of new manufacturing momentum — and the availability of a more than 1,500-acre mega site — makes Central Louisiana’s “good stuff” claim all the more fitting in 2015.

In February 2015, American Specialty Alloys (ASA) announced it will develop the company’s first aluminum-alloy manufacturing plant in Pineville. ASA’s \$2.4 billion complex on the former site of an International Paper wood products plant will create 1,450 new direct jobs with an average annual salary of more than \$70,000, plus benefits.

Utilizing robotic technology, environmentally friendly practices and a highly trained workforce, ASA will produce 1.3 billion pounds of aluminum annually for automakers seeking to replace heavy steel side-panels, frames and other parts with lighter, more fuel-efficient metals. The mill also will produce metals for the aerospace industry.

Meanwhile, established Central Louisiana manufacturers such as Procter & Gamble (P&G) and Union Tank Car are creating co-location opportunities for growing supply firms. IPC, located at England Airpark, makes corrugated material for P&G, which produces Tide and other detergents at its Pineville plant. Another P&G supplier, PaperWorks Industries, relocated from New York to Alexandria to better serve the consumer-products giant.

Co-location opportunities offer advantages to homegrown firms, too. The Hayes Companies supplies metal to Union Tank Car and its 600 employees who build railroad tank cars at England



Airpark, a former military base that now is a critical economic development asset for the region.

The region’s strong military presence at Fort Polk, a major U.S. Army training installation located southwest of Alexandria, makes Central Louisiana a natural fit for aerospace-related firms at England Airpark, which also includes the Alexandria International Airport.

An additional 852 acres newly under England Airpark’s control will allow the airpark to grow its largest available site from 700 to 1,552 acres — creating the region’s first bona fide mega site. *Southern Business & Development* magazine listed the location as a Top 10 site “perfect for any larger manufacturer” even before the additional 852 acres.

“It can support any large manufacturer in automotive, aerospace or high-end manufacturing,” said England Airpark Executive Director Jon Grafton. “This is a once-in-a-lifetime opportunity for us.”

The site — to be fully certified in 2015 — abuts Alexandria International Airport, which provides direct flights to and from Asia and Europe, Grafton said.

“We can offer a large manufacturer that direct connection,” he said.

Long the heart of the region’s economy, timber and other renewable resources remain an important source of growth. Biofuels firm Cool Planet Energy Systems is building a new micro-refinery at the Port of Alexandria, for instance, where it will convert wood waste to gasoline. A second micro-refinery will follow in Natchitoches, located northwest of Alexandria, in a project that represents a cumulative \$168 million capital investment.

Central Louisiana leaders continue to hone another key asset — workforce preparation — that is foundational to the region’s growth. Of the more than 44,000 ACT National Career Readiness Certificates issued in Louisiana, more than 25 percent have been issued in Central Louisiana, which has less than 9 percent of the state’s total population, noted CLEDA President and CEO Jim Clinton.

“We’re a region of makers, and our workforce reflects that,” he said. **EQ**

Central Louisiana manufacturers such as Procter & Gamble (top) and Union Tank Car (bottom images) are creating co-location opportunities for growing supply firms.



# SOUTHWEST LOUISIANA

**“THERE ARE SO MANY  
ASSETS HERE: THE  
PORT NETWORK,  
ROBUST PIPELINES, A  
SUPPLY OF NATURAL  
GAS — AND A  
TRADITION OF A SOLID  
AND DEPENDABLE  
WORKFORCE.”**

- George Swift, President and CEO, Southwest  
Louisiana Economic Development Alliance

**A**nchored by the Lake Charles metro area, Southwest Louisiana has drawn unprecedented investment in the regional economy in recent years. One of the nation's largest, collective industrial expansions is taking place here, with \$32 billion in projects underway and another \$52 billion in projects announced or in the planning stages.

“These projects are centered around natural gas and are influenced by Lake Charles’ long legacy in the petrochemical industry, which was established after World War II,” said President and CEO George Swift of the Southwest Louisiana Economic Development Alliance. “There are so many assets here: the port network, robust pipelines, a supply of natural gas — and a tradition of a solid and dependable workforce.”

The region enjoys a transportation infrastructure that features heavy industrial rail service; interstate corridors; deep- and shallow-water ports, including the 11th-largest port in the nation; and airport runways among the longest on the Gulf Coast.

Such factors, along with Louisiana's highly ranked business climate and an abundance of affordable natural gas, helped attract a \$10 billion investment in Cameron Parish to build Cameron LNG — a new liquefaction processing complex and liquefied natural gas export terminal. Cameron LNG, which broke ground on its latest \$6 billion phase in October 2014, is a joint venture owned by affiliates of Sempra Energy, Engie (formerly GDF Suez), Mitsui & Co. Ltd. and Japan LNG Investment LLC, the latter a joint venture formed by affiliates of Mitsubishi Corp. and Nippon Yusen Kabushiki Kaisha.

Meanwhile, one of the largest industrial projects in Louisiana history is taking place in Cameron Parish at Sabine Pass, an outlet to the Gulf of Mexico. Cheniere Energy is establishing a liquefied natural gas export facility that will include a total of six liquefaction trains, or production units. The company originally committed to four liquefaction trains, an investment of approximately \$12 billion, then announced two additional trains, bringing the total project investment to more than \$18 billion.







\$32 billion in projects are underway in Southwest Louisiana including an ethane cracker complex by Sasol (left), Cameron LNG's liquefaction processing complex (top right) and Cheniere Energy's LNG export facility (bottom right).

Sasol, a South African global energy firm, also has found Southwest Louisiana an advantageous region for chemical manufacturing. In 2004, the company relocated its olefins and surfactants R&D laboratories from Texas to its Lake Charles Chemical Complex. In 2010, Sasol began development of the world's first commercial ethylene tetramerization unit at the same complex — a \$175 million project. And in March 2015, Sasol formally broke ground on a nearly \$9 billion project to install an ethane cracker and complete a complex of six new chemical plants beside the Lake Charles Chemical Complex in Westlake.

"In our experience, Louisiana is a state that understands the challenges of modern business, particularly those challenges encountered by the energy and chemical sectors," Sasol CEO David Constable said. "As a result of this understanding, LED has created an environment in which it attracts new business and provides the private sector with the opportunity to expand and flourish."

To meet the workforce needs of Sasol and other manufacturers, the State of Louisiana funded construction of a \$20 million regional training center at SOWELA Technical Community College in Lake Charles. Sasol's workforce will be trained

at the site on state-of-the-art equipment that simulates the plant setting. The highly adaptable facility will provide training for workers in many advanced manufacturing settings, ensuring that existing and new regional manufacturers will benefit from the specialized workforce preparation.

Swift said Southwest Louisiana's aviation sector is also flourishing, thanks to a favorable infrastructure at Chennault International Airport in Lake Charles. The facility has 10,700-by-200 feet of useable runway that can land the largest aircraft built today. It's a high quality location for flight-test activity. "We really think aviation will continue to grow," he said.

AAR Corp. announced the establishment of a 750-job aircraft Maintenance, Repair and Overhaul operation at Chennault. Chicago-based AAR is a global provider of products and services to commercial airlines and is also ranked among the Top 100 defense contractors in the world. Northrup Grumman also has expanded at Chennault, where the company services and overhauls KC-10 air tankers for the U.S. Air Force.

Swift said one of the region's greatest assets is its untapped potential: "In the outlying parishes, we still have an abundance of room to grow." **EQ**



# ACADIANA

**“IN ADDITION TO  
ENERGY, LAFAYETTE  
HAS POSITIONED  
ITSELF AS A MEDICAL,  
TRANSPORTATION,  
ENTERTAINMENT,  
EDUCATION, FINANCE  
AND RETAIL HUB.”**

- Gregg Gothreaux, President and CEO,  
Lafayette Economic Development Authority

In Louisiana's Acadiana Region, software development, health care, bio-informatics, advanced manufacturing, and deepwater oil and gas technology demonstrate the region's diverse economic portfolio. These industries, combined with Acadiana's longstanding role in international energy exploration and production, are elevating the region's attractiveness for new business investment in innovative sectors.

The diverse economy stems from deliberative steps taken by regional leaders many years ago, said President and CEO Gregg Gothreaux of the Lafayette Economic Development Authority. Located in south-central Louisiana, Lafayette is the metro area at the center of Acadiana.

Among other projects, Lafayette invested in a municipal fiber-to-the-home-and-business service that brings 100 percent fiber-optic access to all of Lafayette at 1-gigabyte-per-second speed. It has allowed tech entrepreneurs to flourish.

“In addition to energy, Lafayette has positioned itself as a medical, transportation, entertainment, education, finance and retail hub,” Gothreaux said. “It's our forward-thinking, communitywide initiatives that have allowed economic development, government, education and private investors to attract new technology-intensive businesses and innovations to Acadiana.”

Acadiana's software development sector has expanded fast, evidenced by the 2014 announcement of Canada-based CGI, the world's fifth-largest independent IT services firm. CGI is establishing a 400-job U.S. technology center in Lafayette.

Also in 2014, Silicon Valley-based software development and IT firm Enquero announced it will open a 350-job enterprise software and technology services center in Lafayette, from which it will serve commercial clients. Just a few months later in September 2014, Perficient — a leading information technology and management consulting firm — announced it would establish a 245-job software development center in Lafayette.

CGI, Enquero and Perficient join a thriving tech sector in Lafayette that includes website development and communications firm Bizzuka, listed among *Inc.*





Left: In 2014 CGI, the world's fifth-largest independent IT services firm, announced it would establish a 400-job U.S. technology center in Lafayette. Right: Bell Helicopter's Lafayette facility will produce the 505 Jet Ranger X helicopter and will result in more than 250 new direct and indirect jobs.

magazine's fastest-growing private companies in America for 2010, 2011 and 2012. Tech leaders point to a strong regional infrastructure that includes the University of Louisiana at Lafayette's School of Computing and Informatics, a National Science Foundation Center of Excellence.

In 2014 as part of the CGI project, the State of Louisiana announced a \$4.5 million higher education initiative over 10 years, led by the University of Louisiana at Lafayette, that will triple the number of annual graduates in computer science, computer engineering and related fields.

Acadiana is home to a thriving advanced manufacturing sector that includes both large multinational companies, as well as homegrown innovators who sell their products and services worldwide.

Bell Helicopter represents a major step forward for Louisiana and Acadiana. Though Louisiana offers many aerospace suppliers and components manufacturers, including NASA contractors, Bell Helicopter is completing the first aerospace assembly facility built in the state in the modern era.

Located at the Lafayette Regional Airport, the Bell Helicopter facility will produce a new aircraft for the Texas-based company: the 505 Jet Ranger X helicopter. The assembly site will open in the second-half of 2015 and begin production in 2016, resulting in more than 250 new direct and indirect jobs. Bell Helicopter recently expanded its

composites production with a new manufacturing facility in the Acadiana community of Broussard, and the company is retaining more than 60 existing jobs in the region.

"Louisiana is a proven and growing aerospace market and has access to a skilled, experienced workforce, as well as key resources and suppliers," said Robert Hastings, Bell Helicopter's senior vice president of communications and government affairs. "Bell's operations in Lafayette will put us close to many of our key customers and can increase opportunities for collaboration within the company. Our experience has shown us that Lafayette Parish is a great place to do business."

Lafayette has a history of innovation among its native companies, including C&C Technologies, which has developed groundbreaking offshore survey equipment. One of its latest products is the first commercially operated deepwater Autonomous Underwater Vehicle for oil and gas exploration, an instrument that is saving the oil and gas industry significant time and money.

Metal Shark Boats, which produces high-speed, maneuverable watercraft for the U.S. Coast Guard and U.S. Navy, employs more than 200 people at its Jeanerette and Franklin shipyards, where it also builds response boats for law enforcement and commercial customers. The 2014 addition of a larger shipyard in Franklin will enable the company to build larger watercraft for energy industry customers. **EQ**

# BAYOU REGION

---

**ENERGY COMPANIES  
ARE INVESTING  
BILLIONS OF DOLLARS  
IN COMPLEX, YEARS-  
IN-DEVELOPMENT  
OFFSHORE  
PROJECTS LYING  
HUNDREDS OF  
MILES OFF THE  
LOUISIANA COAST.**



**U**nimaginably massive, floating drilling platforms — some the size of city blocks — are rising in the Gulf of Mexico, where deepwater discoveries and additional investment in established offshore projects are key drivers of the Bayou Region economy.

South Louisiana oilfield companies that produce offshore vessels, equipment and technology deployed the world over are racing to keep pace with demand created by Gulf oil-and-gas projects, projects the *Wall Street Journal* describes as “bigger and more expensive than ever.”

Energy companies are investing billions of dollars in complex, years-in-development offshore projects lying hundreds of miles off the Louisiana coast. New plays in the Gulf of Mexico’s productive waters could create unprecedented drilling activity over the next two years, according to U.S. government estimates. Industry giant Shell, for instance, began production at two deepwater sites off the Louisiana coast in 2014.

Across Louisiana’s Bayou Region, demand for equipment and expertise tied to such investments is expected to generate tens of thousands of highly skilled oilfield jobs over the next decade, according to industry estimates.

“The deep water of the Gulf is a major driver for us,” said Eric Danos, executive vice president of Danos, an oil-and-gas fabrication and support firm based in Houma, Louisiana, the heart of the Bayou Region’s renowned oilfield industry.

The company recently began making offshore decking and platform equipment at its new 120,000-square-foot fabrication site on the waterfront in Amelia, part of a headquarters-and-manufacturing expansion that will create more than 400 new direct jobs over five years.

“We are growing really rapidly on the offshore side, and we needed to expand because we needed additional space,” said Danos, who noted that demand from land-based projects in Texas, Ohio and other markets is also feeding its growth, though at a more moderate pace.



Other established Bayou Region supply firms, including shipbuilders, are expanding in response to offshore activity and drilling projects as far flung as Alaska and West Africa. Shipyard titan Bollinger is developing additional drydocks at Port Fourchon big enough to handle its entire Gulf of Mexico fleet.

Other recent Bayou Region expansions include a new \$40 million, 205,000-square-foot headquarters and machining facility by oilfield pipe fabricator K&B Industries in Schriever, and a new \$62 million, 304,000-square-foot oilfield services manufacturing facility by Hunting Energy Services near Houma.

The offshore energy market is fueling expansion of South Louisiana oilfield expertise through new investments in education and training opportunities. Shell’s regional investment includes a commitment to fostering its oilfield workforce: It has created two-year associate and technical scholarships in offshore technology and marine operations at South Louisiana Community College and South Central Louisiana Technical College.

At Fletcher Community College in Houma, BP and state education leaders partnered to create a regional Deepwater Center for Workforce Excellence that includes a 4,000-square-foot lab outfitted with \$500,000 in state-of-the-art equipment. **EQ**

Deepwater discoveries and offshore investments are driving the success of companies such as pipe fabricator K&B Industries (top) and Bollinger Shipyards (bottom).





# CAPITAL REGION

---

**THE CAPITAL REGION  
IS HOME TO A  
HIGH-PERFORMING  
PETROCHEMICAL  
SECTOR, AS WELL AS  
AN EXPANDING DIGITAL  
MEDIA AND SOFTWARE  
DEVELOPMENT INDUSTRY.**

**L**ocated along the Mississippi River, Louisiana's Capital Region is home to one of the world's highest-performing petrochemical sectors. Refineries and manufacturers take advantage of a seasoned, dependable workforce and a transportation network that facilitates the movement of inbound and outbound product.

The manufacturing boom continues in the Baton Rouge area and includes multiple major project wins. CF Industries is completing a \$2.1 billion expansion of its Donaldsonville Nitrogen Complex, which supplies the global fertilizer industry, and BASF is expanding for the fourth time since 2008 with a \$42.6 million polyurethanes blending facility in Ascension Parish.

Global methanol producer Methanex has relocated a pair of idle methanol plants from Chile to Louisiana, where it is rebuilding them in a pair of Ascension Parish projects that represent more than \$1.1 billion in new capital investment and that will result in more than 1,300 new direct and indirect jobs, along with 2,500 construction jobs.

Along with this industrial renaissance, the Capital Region's filmmaking and software development sectors have accelerated the area's economic momentum.

Established in 2006, the Celtic Media Centre is a thriving film studio located in the heart of Baton Rouge. Celtic's more than 150,000 square feet of stage space has hosted major tent-pole blockbusters, including *Twilight: Breaking Dawn*, *Oblivion* and *Fantastic Four*, as well as the much-anticipated *Hap and Leonard* television series.

In addition, 81,000 square feet of office space houses dozens of businesses that support the film industry, including a branch of equipment vendor Manhattan Beach Studios. Celtic is one of the largest, design-built facilities outside of California, and one of few that can accommodate any production imaginable.

"You can make your production here for less. It's going to be easier for you, and you can get a lot





Top: IBM committed to investing in a new 800-job technology center in downtown Baton Rouge, the Capital Region's biggest technology announcement. Bottom left: The Louisiana Digital Media Center on the Louisiana State University campus is home to the EA North American Test Center. Bottom right: To answer the demand for more computer science graduates, the State of Louisiana is funding a 10-year, \$14 million expansion of higher education programs, expected to double computer science faculty and triple the number of annual bachelor's degrees awarded in computer science at the Baton Rouge campus.

of local and state support,” said Celtic Studios Executive Director Patrick Mulhearn.

Louisiana is home to some of the nation’s strongest tax credits in film and digital media production. *Movie Maker* magazine named Baton Rouge the No. 1 place to live and work in the film industry in 2014 in its small-city category.

“Films are a good fit for Louisiana and Baton Rouge. Taking the broadest view, we’ve got mild winters, low cost of living and low cost of doing business,” Mulhearn said. “You don’t expect to find one of the country’s largest studios next to a Costco, but we’ve hosted some of the biggest productions on Earth.”

Digital media and software development continue to climb in Baton Rouge. Video game developer EA Sports selected Louisiana State University (LSU) for its North American Test Center in 2008 and significantly expanded its presence in 2012. To better accommodate the company’s facility needs, and to grow LSU’s digital media curricula, the university established the Louisiana Digital Media Center on the LSU main campus. The

94,000-square-foot site is now the permanent home of the EA North American Test Center, with employment flexing between 400 and 600 jobs, along with the LSU Center for Computation and Technology and a diverse digital media curriculum for students.

The Capital Region’s biggest technology announcement arrived in 2013, when IBM committed to investing in a new 800-job technology center in downtown Baton Rouge. More than 200 IBM employees were working in temporary office space before the company moved in May 2015 to a new \$44 million urban development that includes the nine-floor IBM technology center and a 10-story residential tower of smart-home residential units and townhomes.

To answer the demand for more computer science graduates, the State of Louisiana is funding a 10-year, \$14 million expansion of higher education programs, with the LSU-led initiative expected to double computer science faculty and triple the number of annual bachelor’s degrees awarded in computer science at the Baton Rouge campus. **EQ**

# SOUTHEAST

## LOUISIANA

**GREATER NEW ORLEANS  
HAS BECOME A NOTED  
HUB OF INNOVATION AND  
ENTREPRENEURSHIP,  
WITH THE CONTINUED  
GROWTH OF LEGACY  
INDUSTRIES AND  
NEW INVESTMENT IN  
EMERGING SECTORS.**

**T**he post-Hurricane Katrina recovery of New Orleans is well-documented as one of the nation's greatest comeback stories. A city challenged by disaster recovery and evacuation

quickly became a noted hub of innovation, entrepreneurship and intellectual energy. The region has seen continuing new investment in emerging sectors, while legacy industries also have expanded.

"Overall, the story is that in Greater New Orleans, 2014 might have been the best year on record, in terms of numbers of announcements and diversity of announcements," said GNO Inc. President and CEO Michael Hecht. "It's not just that the regional economy is doing well, but that it is doing so across a diversity of industries."

Technology is one of those industries. By 2010, New Orleans had established itself as a vibrant tech center, earning accolades in national media outlets for its ability to attract innovators and tech entrepreneurs. New Orleans' lower operating costs, high quality of life and state digital media incentives convinced global video game designer Gameloft and other tech firms to establish sites in New Orleans.

GE Capital selected the Crescent City for a 300-job information technology center that opened in 2012. With help from LED FastStart® — Louisiana's top-ranked state workforce development program — GE Capital filled jobs at a much faster rate than expected. The company benefited from a valuable regional partner, the University of New Orleans, and \$5 million in state higher education support over 10 years to develop the Software Engineering Apprenticeship Program.

"We feel strongly that this program will grow the future pool of highly skilled software development workers in the New Orleans area," said Mike De Boer, chief information officer for the GE Capital Technology Center in the city.

High Voltage Software (HVS) is another major tech win for New Orleans. The company has shipped 95 game titles and worked with more than





25 major brands including Star Wars, Toy Story, Batman, SpongeBob SquarePants, Captain America and others. One of the largest third-party game developers in the world, HVS will establish a studio in New Orleans with 80 game development professionals.

The Southeast Region is experiencing international trade growth, evidenced by foreign direct investment and new activity in the Port of New Orleans. In 2014, the region witnessed the largest industrial investment in state history from mainland China, when Yuhuang Chemical announced plans to build a \$1.85 billion methanol manufacturing complex with 400 new direct jobs in St. James Parish, between Baton Rouge and New Orleans.

A longtime player in international trade, the Port of New Orleans has attracted a flurry of new investment in the past year, including the return of Chiquita Brands International’s shipping operations from Mississippi. Chiquita plans to ship 60,000 to 78,000 cargo containers per year through the Port of New Orleans. Also last year,

International Shipholding Corporation announced the relocation of a 100-job corporate headquarters from Mobile, Alabama, to New Orleans, while Viking Cruises announced the establishment of its first North American river cruises, with the operations hub and an estimated 780 new direct and indirect jobs coming to New Orleans and the Southeast Region.

Additionally, Port of New Orleans tenant TCI Plastics announced a \$36.5 million investment in a new 500,000-square-foot logistics facility that continues development of a mega-plastics district there.

“It’s important to stress that the lower Mississippi River from Baton Rouge to New Orleans is largest port complex in the United States and has incredible geographic advantages,” said Matt Gresham of the Port of New Orleans. “We have what nobody has, 14,000 inland miles of waterways, and 30 states you can hit without touching dry land.” **EQ**

Top: Gameloft’s New Orleans location has worked on game titles such as *Cosmic Colony*, *Ice Age Village*, *Cars: Fast as Lightning* and *Spiderman Unlimited*.

Bottom: The Port of New Orleans (left) has attracted investments including Chiquita Brands International (right), which is returning its shipping operations to New Orleans from Mississippi.





# EQ & A

## Glen Post

Glen Post has served as CEO of CenturyLink for 22 years, helping the company manage a successful transition from traditional phone and cable platforms to Internet Protocol-based communications for consumers and cloud-computing infrastructure, data services and hosted information technology services for businesses. More than ever, Post is excited about Northeast Louisiana's potential as an innovation hub and the role CenturyLink plays in that transformation.

---

*EQ: What do you think about the state's new developments with IBM?*

As CenturyLink continues to grow in the U.S. and around the world, we are committed to expanding our operations in Northeast Louisiana. In March, we officially opened the CenturyLink Technology Center of Excellence in Monroe, and strategic partnerships like the one with IBM advance our goals for the center, our company and our community. Our partnership with IBM enables our two companies to work together to grow and support the communities where our employees live and work.

*EQ: What do you foresee in the region's future?*

I believe North Louisiana has tremendous potential to attract the best and brightest talent in the world as we create an innovation hub along the I-20 corridor. With the recent company expansions announced from Shreveport to Monroe, our region is well-positioned to play a critical role in our nation's cybersecurity initiatives, technology advancements, application development and more, while creating jobs and the indirect growth that comes with those jobs.

*EQ: What is CenturyLink's role in the software future of the region?*

CenturyLink hires a significant number of software developers in support of our current and future business needs. These software developers solve complex problems, create automation and engineer new services. We anticipate an expanded need for

computer science, CIS and cyber engineering professionals to help drive these and many other functions for the company.

*EQ: What is CenturyLink's commitment to the area?*

CenturyLink employs about 2,200 people in Monroe and we are continually hiring. We have also chosen Southern Lifestyle Development — the company behind the award-winning Village of River Ranch in Lafayette — to develop an 88-acre parcel of real estate located west of CenturyLink's corporate campus in Monroe. The development will promote "smart growth" principles and include a complementary mix of residential, commercial and recreational uses. We are pleased to have taken this important step that we believe will lead to a new development benefitting the Monroe region by offering more choices for housing, recreation and work.

*EQ: What are the region's advantages that make it a technology hub?*

In addition to CenturyLink's presence and our expansion plans, North Louisiana is home to the University of Louisiana at Monroe, Louisiana Tech University, Grambling State University and Delta Community College. IBM is expanding in Monroe and CSC is growing in the Shreveport-Bossier area, which is also home to the Cyber Innovation Center and Barksdale Air Force Base. Our higher education institutions combined with job growth and our natural and human resources make North Louisiana an attractive place to live and work. **EQ**





# ITEP IMPACT

 **BASF**

The Chemical Company

Louisiana's local property tax incentive helps BASF and other manufacturers build on their investment

**B**ASF, the global leader in chemical manufacturing, operates four facilities in Louisiana, employs nearly 2,000 people, and invests nearly \$300 million in the state through annual payroll, purchases, taxes and charitable contributions. The company's plant in Geismar, located between New Orleans and Baton Rouge, is the largest BASF facility in North America.

The plant's strategic growth has been aided over the years by its location on the Mississippi River and by Louisiana's industrial infrastructure. Another weapon in the BASF growth arsenal is Louisiana's Industrial Tax Exemption Program (ITEP), which offers an attractive local tax incentive for manufacturers across the state. Built into the constitution, ITEP waives property taxes for up to 10 years on a manufacturer's new capital investment and annual capitalized additions related to the manufacturing site.

"When it comes to new capital outlays, I'm competing for money with other BASF sites in Texas, Michigan and along the East Coast," said Tom Yura, BASF's senior vice president and general manager of the Geismar site. "As we go through a site selection process, ITEP is one of the levers I use as a site manager to pull in new investments."

Since 2009, BASF's use of ITEP helped secure funding for four new projects representing more than \$350 million in investments and approximately 100 permanent jobs. Projects include BASF's first North American methylamines plant that came online in 2013, a surfactants plant and a formic acid plant starting up in 2015, and a polyurethane systems house where raw materials will be blended to deliver customized products to clients in the transportation, furniture and construction industries. BASF's expansion continues to fuel additional support service jobs in and around the local Geismar community.

"I appreciate LED's efforts to not simply focus on bringing new business to the state, but also in helping grow the businesses that are here," Yura said. "ITEP has an influence and impact on our investments and future expansion. My job is to continue helping grow BASF in Geismar, and the state and [Louisiana Economic Development] have done a nice job of keeping me competitive in the fight for capital investments. This program adds a lot of value." **EQ**





# LOUISIANA INCENTIVE SNAPSHOT

## ECONOMIC INCENTIVES FOR BUSINESSES OF ALL SIZES

### ► COMPETITIVE PROJECTS PAYROLL INCENTIVE

Provides a payroll rebate of up to 15% in target sectors for up to 10 years, and either a 4% sales/use tax rebate on capital expenditures or a facility expense rebate equal to 1.5% of qualifying expenses

### ► COMPETITIVE PROJECTS TAX EXEMPTION

Provides a 10-year property tax abatement in selected parishes on qualifying capital investments of at least \$25 million in targeted non-manufacturing industry sectors. The abatement is for the ad valorem taxes in excess of \$10 million or 10% of the fair market value of the property, whichever is greater

### ► CORPORATE HEADQUARTERS RELOCATION PROGRAM

Provides a rebate of up to 25% of facilities and relocation costs, to be claimed in equal parts over five years

### ► CORPORATE TAX APPORTIONMENT PROGRAM

Provides single-sales factor apportionment to highly competitive projects in order to secure jobs and business investment in target industry sectors

### ► DIGITAL INTERACTIVE MEDIA AND SOFTWARE DEVELOPMENT INCENTIVE

Provides a 35% tax credit for Louisiana resident labor expenditures and a 25% refundable tax credit on qualified production expenditures

### ► ENTERPRISE ZONE PROGRAM

Provides a one-time \$2,500 tax credit per certified net new job, and either a 4% sales/use tax rebate on qualifying expenses or an investment tax credit equal to 1.5% of capital expenditures, excluding tax-exempted items

### ► INDUSTRIAL TAX EXEMPTION

Provides a 100% property tax abatement for up to 10 years on manufacturer's qualifying capital investments

### ► LED FASTSTART®

Provides workforce recruitment, screening and training to eligible new and expanding Louisiana companies at no cost

### ► MOTION PICTURE INVESTOR TAX CREDIT

Provides a tax credit of 30% on qualified production expenditures and an additional 5% tax credit for Louisiana resident labor expenditures

### ► MUSICAL AND THEATRICAL PRODUCTION TAX INCENTIVE

Provides a tax credit of up to 35% on qualified production or infrastructure development expenditures; additional credits available for payroll and transportation expenditures

### ► QUALITY JOBS

Provides a 5% or 6% rebate on annual payroll expenses for up to 10 years, and either a 4% sales/use tax rebate on capital expenditures or an investment tax credit equal to 1.5% of qualifying expenses

### ► RESEARCH AND DEVELOPMENT TAX CREDIT

Provides up to a 40% tax credit for Louisiana businesses (based on employment) that conduct research and development activities in Louisiana

### ► RESTORATION TAX ABATEMENT

Provides a five-year 100% property tax abatement for the rehabilitation of an existing structure based on assessed valuation of property prior to beginning of improvements

### ► SOUND RECORDING INVESTOR TAX CREDIT

Provides a 25% refundable tax credit on qualified expenditures for sound recording productions

### ► TECHNOLOGY COMMERCIALIZATION CREDIT AND JOBS PROGRAM

Provides a 40% refundable tax credit on costs related to the commercialization of Louisiana technology and a 6% payroll rebate for the creation of new direct jobs

## SPECIAL INCENTIVES FOR SMALL BUSINESSES

### ► ANGEL INVESTOR TAX CREDIT

Provides a tax credit of up to 35% for individual investors when they invest in early-stage, wealth-creating businesses

### ► ECONOMIC GARDENING INITIATIVE

Provides Louisiana-based small businesses with accelerated technical assistance and research from an experienced national economic gardening team

### ► SMALL BUSINESS LOAN PROGRAM

Provides up to 75% loan guarantees to facilitate capital accessibility

### ► VETERAN INITIATIVE

Provides veteran-owned and disabled, service-oriented, small businesses with greater potential for access to state procurement and public contract opportunities

For more information on Louisiana's incentives visit [OpportunityLouisiana.com](http://OpportunityLouisiana.com).

*\*Incentive information is accurate as of May 31, 2015*



# Regions & Partners



REGION	REGIONAL ECONOMIC DEVELOPMENT ORGANIZATION	REGIONAL HUB
1. BAYOU	South Louisiana Economic Council	Houma/Thibodaux
2. SOUTHEAST	Greater New Orleans Inc.	New Orleans
3. CAPITAL	Baton Rouge Area Chamber	Baton Rouge
4. ACADIANA	Acadiana Economic Development Council	Lafayette
5. SOUTHWEST	Southwest Louisiana Economic Development Alliance	Lake Charles
6. CENTRAL	Central Louisiana Economic Development Alliance	Alexandria
7. NORTHEAST	Northeast Louisiana Economic Alliance	Monroe
8. NORTHWEST	North Louisiana Economic Partnership	Shreveport/Bossier

**Louisiana has an extensive network of economic development organizations and allies dedicated to helping our communities attract, grow and maintain business in our state.**

**1. Bayou Region**

- Assumption Chamber of Commerce
- Chamber of Lafourche and the Bayou Region
- Houma-Terrebonne Chamber of Commerce
- Lafourche Parish Economic Development
- South Central Industrial Association
- St. Mary Chamber of Commerce
- St. Mary Economic Development
- St. Mary Industrial Group
- Terrebonne Economic Development Authority
- Thibodaux Chamber of Commerce

**2. Southeast Region**

- Jefferson Parish Economic Development Commission
- New Orleans Business Alliance
- Plaquemines Association of Business & Industry
- St. Bernard Parish Economic Development Foundation
- St. Charles Parish Department of Economic Development & Tourism
- St. James Parish Department of Economic Development
- St. John the Baptist Parish Department of Economic Development
- St. Tammany Economic Development Foundation
- Tangipahoa Economic Development Foundation
- Washington Economic Development Foundation

**3. Capital Region**

- Ascension Economic Development Corporation
- City of Baton Rouge/ East Baton Rouge Parish
- East Feliciana Parish Economic Development
- Greater Pointe Coupee Chamber of Commerce
- Iberville Chamber of Commerce
- Livingston Economic Development Council
- St. Helena Parish Economic Development Committee
- West Baton Rouge Chamber of Commerce
- West Feliciana Parish Community Development Foundation

**4. Acadiana Region**

- Crowley Chamber of Commerce
- Evangeline Parish Industrial Board
- Iberia Industrial Development Foundation
- Lafayette Economic Development Authority
- St. Landry Parish Economic Industrial Development District
- St. Martin Economic Development Authority
- Vermilion Chamber of Commerce

**5. Southwest Region**

- Calcasieu Parish Planning and Development
- Chennault International Airport Authority
- City of Lake Charles Planning and Economic Development Department
- DeQuincy Chamber of Commerce
- DeQuincy Economic Commission
- Greater Beauregard Chamber of Commerce
- Jeff Davis Business Alliance
- Jeff Davis Parish Office of Economic Development
- Jennings Main Street
- Kinder Louisiana Chamber of Commerce
- Lake Charles Downtown Development Authority
- Lake Charles Regional Airport
- Oakdale Area Chamber of Commerce
- Sulphur Industrial Development Board
- The Chamber/SWLA
- The Port of Lake Charles
- West Calcasieu Port, Harbor and Terminal District

**6. Central Region**

- Alexandria Central Economic Development District
- Alexandria/Pineville Convention and Visitors Bureau
- Alexandria Regional Port Authority
- Avoyelles Parish Port Commission
- Central Louisiana Business Incubator
- Central Louisiana Chamber of Commerce
- Concordia Economic & Industrial Development Board
- Concordia Parish Chamber of Commerce
- England Economic and Industrial Development District
- Greater Alexandria Economic Development Authority
- Greater Vernon Chamber of Commerce
- LaSalle Economic Development District
- North Rapides Business and Industry Alliance
- O.U.T.S.: Olla, Urania, Tullos, Standard Economic Development Board
- Pineville Downtown Development District
- The Rapides Foundation
- Winn Economic and Industrial District

**7. Northeast Region**

- Bernice Industrial Development Corporation
- Caldwell Parish Industrial Development Board
- Franklin Economic Development Foundation
- Jackson Parish Chamber of Commerce
- Jackson Parish Economic Development
- LA Delta 65 Inc.
- Lake Providence Port Commission
- Monroe Chamber of Commerce

- Morehouse Economic Development Commission
- Rayville Economic Development
- Tensas Revitalization Alliance
- Union Parish Chamber of Commerce
- West Carroll Parish Chamber of Commerce
- West Monroe-West Ouachita Chamber of Commerce

**8. Northwest Region**

- Arcadia/Bienville Parish Chamber of Commerce
- Bossier Chamber of Commerce
- Caddo-Bossier Port Commission
- City of Natchitoches Economic Development Commission
- Claiborne Chamber of Commerce
- DeSoto Parish Chamber of Commerce
- Greater Bossier Economic Development Foundation
- Greater Shreveport Chamber of Commerce
- Minden-South Webster Chamber of Commerce
- Natchitoches Area Chamber of Commerce
- North Webster Chamber of Commerce
- Red River Parish Chamber of Commerce
- Ruston-Lincoln Chamber of Commerce
- Sabine Parish Chamber of Commerce

In addition to working with these organizations, LED regularly works with municipalities, parishes, police juries and utilities on economic development initiatives.

- Statewide partners include:
- American Electric Power/Southwestern Electric Power Company
  - Association of Louisiana Electric Cooperatives
  - Center for Lean Excellence
  - Cleco Corp.
  - Entergy Louisiana Economic Development
  - Louisiana Association of Planning and Development Districts
  - Louisiana Business Incubation Association
  - Louisiana Industrial Development Executives Association
  - Louisiana Municipal Association
  - Louisiana Public Facilities Authority
  - Louisiana Small Business Development Center Network
  - Manufacturing Extension Partnership of Louisiana
  - Police Jury Association of Louisiana
  - Ports Association of Louisiana
  - Procurement Technical Assistance Center



# MAKE GREAT CONNECTIONS

Louisiana Job Connection is a free website designed to simplify the hiring process. The site's unique, advanced matching algorithm cuts the clutter to pair Louisiana employers with only the most qualified, ideal candidates for their talent recruitment needs.



[www.louisianajobconnection.com](http://www.louisianajobconnection.com)